



200%ers[®]

**The Power of Bi-Cultural/Bi-Lingual Hispanics
Qualitative Research Executive Summary**



TELEMUNDO

NBCUniversal



Who are the 200%ers[®]?

200%ers[®] is a term established by NBCUniversal Telemundo Enterprises. Hispanics 200%ers[®] are 100% American and 100% Hispanic. This means they share the values of both cultures, are bilingual, and flawlessly jump between cultures. This also makes them a valuable asset to companies who need to reach out to more diverse audiences every day.



Methodology

Qualitative sessions in New Rochelle and Chicago

- 6 in-depth interviews and 4 mini focus groups conducted across both markets (n=24)
- Moderated by Horowitz Research

All Participants:

- Watched Telemundo mostly or only for special event* coverage and watched standard Telemundo programming across varying levels of regularity
- Watched a mix of English language and Spanish language content across a variety of platforms
- Represented a cross-section of U.S. born and non-U.S. born who have lived in the U.S. for some time





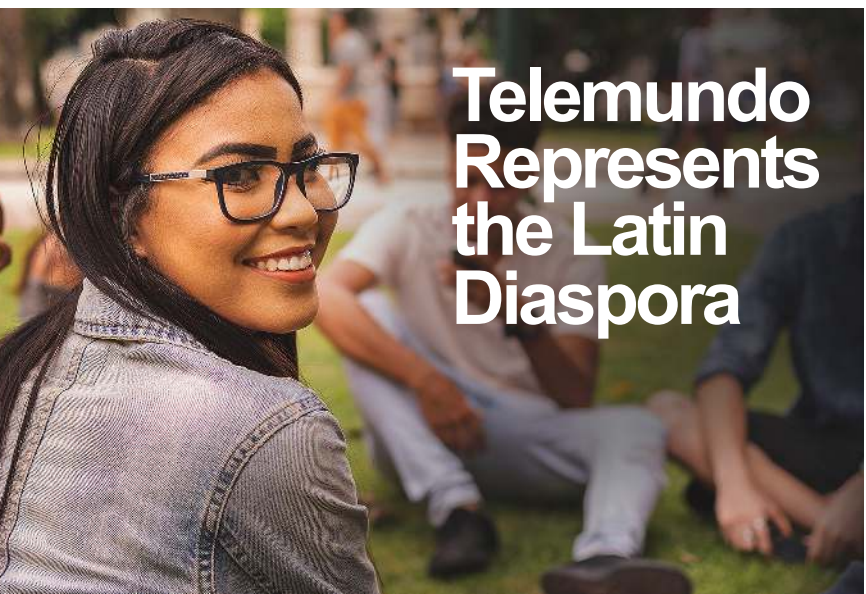
What did we learn?



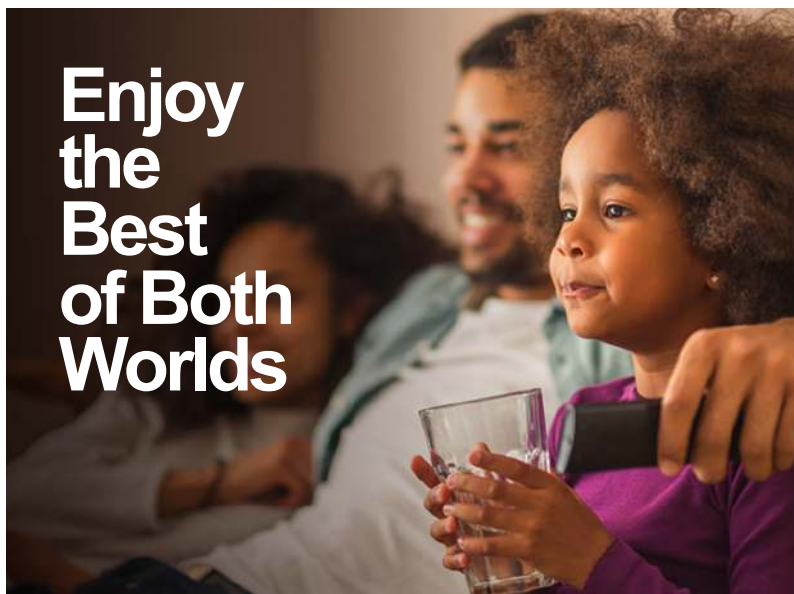
**Families
Are Cultural
Anchors**



**SLTV Is
a Choice
Not a Habit**



**Telemundo
Represents
the Latin
Diaspora**



**Enjoy
the
Best
of Both
Worlds**



**Telemundo
Connects
Communities
and Families**

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